

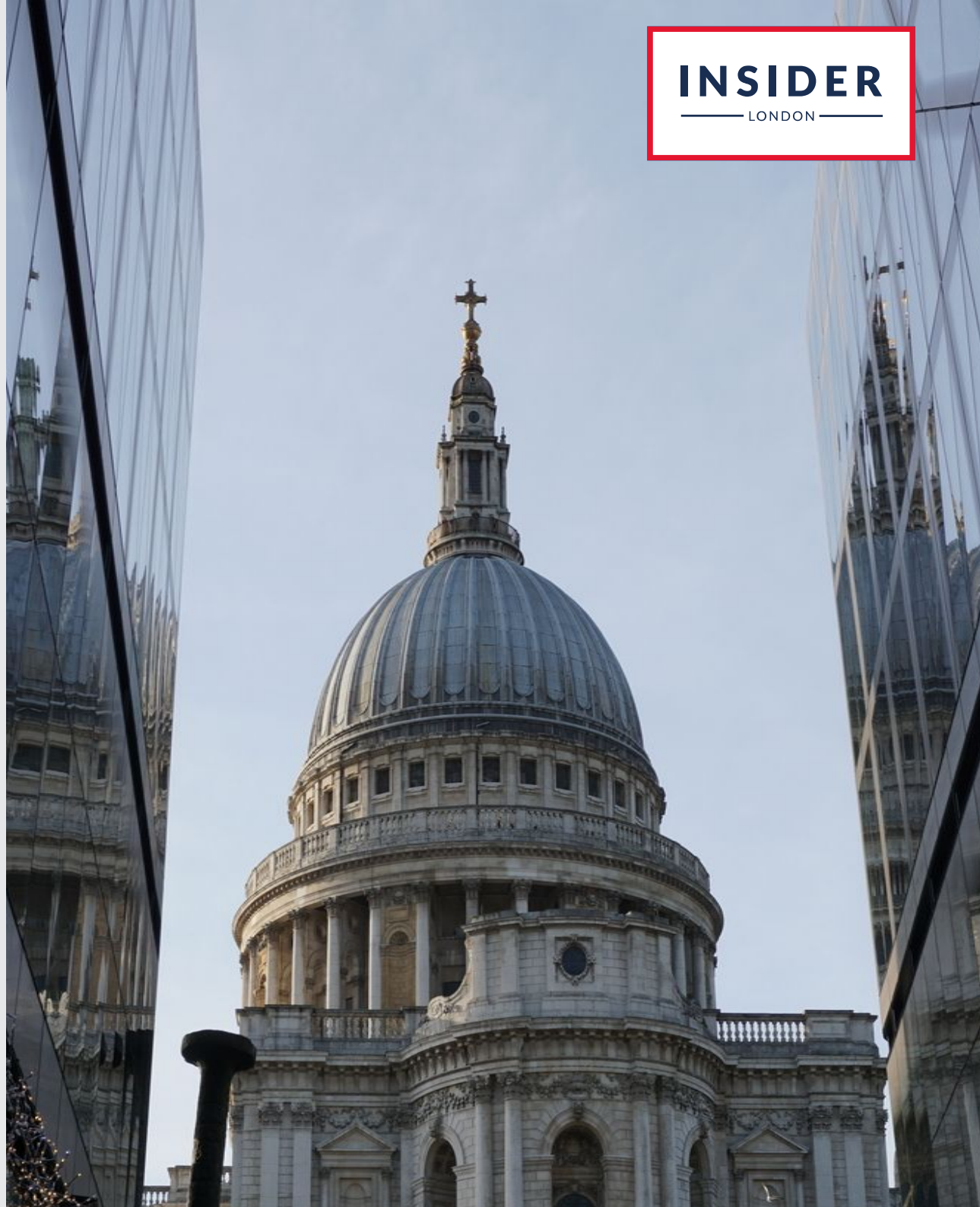
Insider London Educational Tours

**Explore a different side to London
and let us show you what is unusual
and unforgettable about the capital**

contact@insiderlondon.com

www.insiderlondon.com

0044 (0)20 7183 1055



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Introduction

An award-winning and highly acclaimed walking tour company, Insider London excels at showing what makes London one of the most vibrant and iconic cities in the world, across a range of industries and sectors.

“We were delighted with the quality of the tours. Our guides informed in a friendly and approachable manner. As a tour manager, this first experience with Insider London has convinced me to make their walking tour a permanent feature of our annual trip. Thanks to everyone at Insider London for all their help making this a memorable event”

Insider London offers a unique variety of industry-specific London tours as well as company visits. Suitable for the visiting and the London-based, we welcome a wide variety of academic, corporate and private groups onto our programmes, as well as visiting government officials.

**To find out more about individual tours
and business visits**

**Email
contact@insiderlondon.com**

**or call us today on
0044 (0)20 7183 1055**

“Insider London’s organisation was perfect and the topics and the people involved in it were perfect. The team are genuine professionals.”

Patrick Marguerit, Student Study Tour Consultant, IdeaCom Travel, Paris, France



Clients

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— LONDON —



J.P.Morgan



L'ORÉAL



Heineken®

ALLEN & OVERY

Imperial College
London



DE HAAGSE
HOGESCHOOL



Connecting the worlds of business,
innovation and education

City Finance Walking Tour

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In two hours, discover the past and present of one of the most vital, yet mysterious districts of the capital.

Our City and Finance Tour examines how the City of London became the world's finance hub. This is an exploration of the founding of the Bank of England, the evolution of the Stock Exchange and the history of the family merchant bank known as the Rothschild's.

Diverse themes such as the role of seventeenth-century coffee houses, the Napoleonic Wars and the ancient and unusual political system of the City will be discussed. Traverse the wide streets and winding alleys of this unique district, making vital stops at national icons such as Bloomberg HQ and Lloyd's of London.

The present and future for London as a global financial centre and the competition it faces from other major cities will also be explored with particular reference to current affairs.



"A superb and insightful tour into the city of London and it's part in the financial world as a whole."

Canary Wharf Walking Tour

INSIDER
— LONDON —

Venture to the City's financial rival, for a Finance Tour with a twist. A far cry from the noble City, this desolate and derelict site has undergone a remarkable transformation over the past 30 years.

Canary Wharf is now one of the most important financial centres in the world with a workforce of 120,000 – but regeneration has been a bumpy ride punctuated by bankruptcies and bitterly contested buy-outs.

Beginning at the award-winning Canary Wharf station, in two hours the vital role of transport links in both impeding and encouraging growth will be explored, alongside a presentation of the major financial institutions that call Canary Wharf home like HSBC World HQ, Citigroup and JP Morgan Chase.

Journey through the striking design and architecture as our guides discuss the future of the area including the critical implications of Brexit. This is a whistle-stop tour of finance, history, urban regeneration and topical affairs.



"The tour was extremely interesting, offering different views on this new area...[our guide] was really knowledgeable about recent financial news as well as the history of Canary Wharf. I greatly enjoyed the tour."

Silicon Roundabout/Tech City Tour

INSIDER
— LONDON —

Explore the past, present and future of Silicon Roundabout - from a grimy roundabout to the third largest tech start-up cluster after New York City and San Francisco.

Using inspiring examples of start-up tech company successes, discover why Old Street became an area-wide start-up incubator. This is an exploration of the start-up culture in East London as well as the relationship between small and big businesses, analysing the presence of recent movers to the area such as Amazon.

This tour begins at the unique Shoreditch Grind and finishes at Google Campus. As you traverse the area's art-lined streets, discover this area's incredible transformation to a vibrant zone of innovation.



"Excellent experience. Very detailed tour from the heart... A combination of creativity, connectivity and bright minds coming together in the Shoreditch area."

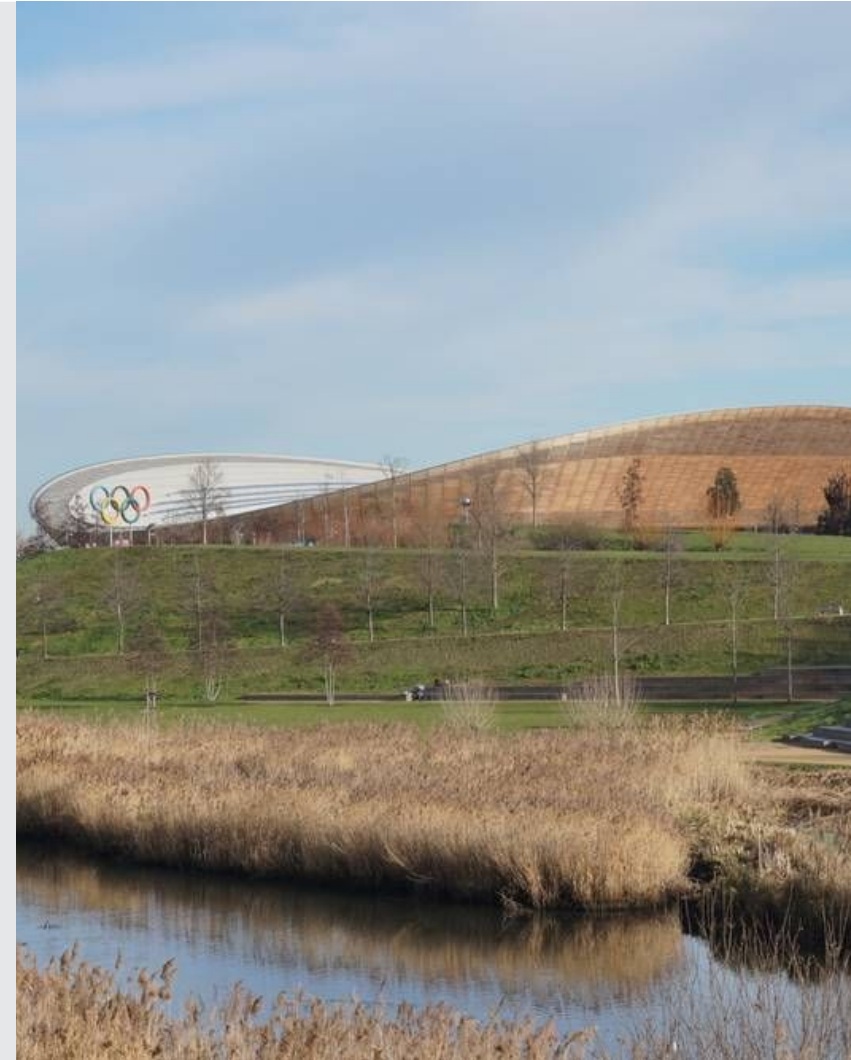
Olympic Park Walking Tour

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Insider London invites you to the one and only Queen Elizabeth Olympic Park!

From the secrets of the epic London bid to the wide array of conflicts and challenges which arose in the local area, this is an Olympic Park Tour with a difference. We provide a balanced perspective on the past, present and future of the Olympic Park development.

Explore extraordinary architecture by world-renowned “Starchitects” and find out about the huge variety of cultural and academic institutions moving into the park. Discover the intricacies of urban planning policy as well as exciting new business developments including an innovation hub of tech and cybersecurity. Come and experience the Olympic legacy!



West End Retail Design Walking Tour

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This tour features some of London's most exciting retail interior designs as well as their unique backstories.

Venture through luxury Mayfair and flashy Soho, stopping at some of the hippest boutique shops these fashionable districts have to offer. This is the ultimate masterclass in shopping.

This tour analyses the store design and visual merchandising of beautiful, hand-picked retailers, specifically in the luxury goods sector. Both independent stores and established chains are included, showcasing a vast range of aesthetics from the classic front to the cool modern design.

Discover how some brands add extra personality with a specific staff-profile or unique uniform, as just one aspect of the multi-faceted consumer experience hand-crafted by West-End retailers.

Following the presentation of each retailer by our knowledgeable guides, guests have a chance to enter and experience the multi-sensory appeal of retail design.



*"Shopping has never been this much fun - the best part about this tour are the stories behind each concept store...
I even learned a lot of new things about some of my London favourites"*

East End Retail Design Walking Tour

INSIDER
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In stark contrast to the West End, immerse yourself in the unique vibe and vibrant energy of London's East End. A rich history characterised by waves of immigration has produced an area unlike any other in the capital.

This is an artistic hotspot where the most quirky and creative homegrown brands set up shop. Meet the trendy labels doing something different and creating unique retail experiences for their customers.

Venture down the road Vogue called “the coolest street in London” and “the Bond Street of the East”. Discover why brands gravitate towards the East End, just to get their name on the map. Even heritage brands featured on the tour embrace the idea of constant change and dare to do things differently.

This is an in-depth tour with an eye on the past, present and future of one of London's most colourful hubs.



"The tour guide's knowledge and passion for the East End was fantastic and gave us great insight into the history, creativity and current climate of the area"

Kings Cross Regeneration Walking Tour

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Delve deep into the philosophy behind one of London's most exciting regeneration projects of recent years. The story behind the making of one of the capital's great icons will be revealed.

Our guides examine the curious history behind the zone and uncover the art, architecture and rich heritage including the mysteries of the towering gothic palace, the St Pancras Renaissance Hotel. In true London style, experience what appears to be a seamless blend of the historic and the modern. Our guides will uncover the behind-the-scenes debates and controversies.

Journeying into the present, this is a vital case study which explores the importance of public space in modern London as well as the impact of the transport hub. Kings Cross will be analysed as a unique business eco-system with the renewed appeal of the area to giants such as Google.

In two hours, unearth how history, business, planning and policy have come together to create an area of central London unlike any other.



"A fascinating tour of a part of London that is changing dramatically"

London's Modern Architecture Walking Tour

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This tour is available both as a two-hour tour and as an in-depth three and a half hour version. We explore London's architectural wonders and get the inside story on some of London's now iconic developments.

Discover how these contemporary buildings connect with the capital's rich history, the superstar architects behind the designs and the quirky and unusual features of London's innovative buildings – including one building that appears inside out!

Our two hour version begins at the monumental St Paul's Cathedral and explores the complex and compelling tales behind London's most iconic skyscrapers". From the legend of the "walkie-scorchie" to a prestigious new groundscraper on the shoulders of a Roman Temple, join us and see the City differently.

In the 3.5-hour version which starts at Southwark Station, our guides highlight the design thinking of Bankside's most-stylish and interesting developments. Discover one of the world's most iconic retrofits before crossing the river to explore the glass towers of the City.



"It was eye opening!... I discovered buildings that I had seen before but had never properly 'seen'. Three and a half hours flew by. I would highly recommend this tour to anyone who wants a hands on and unique experience of London."

Sustainable Architecture Walking Tour

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Take an in-depth look at the environmentally-friendly, uplifting buildings shaping London's landscape. From the world's first building with integrated wind turbines to a five storey carbon-neutral development, over 15 different approaches to sustainable building will be revealed.

Among the diverse range of buildings showcasing the practical application of green design, there are successes and so-called "greenwashing" failures. This tour explores the credited and the contested. Join us on a lively debate on London's sustainable architecture that seeks to dig deeper than the flashy headlines.

In two hours, explore how London's most ancient area is at the forefront of innovative technology and design, including the most sustainable office block in the world.

This tour starts near Liverpool Street and explores the sustainable side to the City of London's most iconic skyscrapers and finishes near the Bank interchange.



""This tour will obviously appeal to anyone with an interest in London's famous (and growing) skyline... likewise, those with a passion for architecture and/or the built environment... but I would also encourage anyone with a curiosity about London to give it a go. You will get to see a part of 'real' London!""

Cutting Edge Green Walking Tour

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This is London's one-and-only sustainability tour - we invite you to delve into the green shoots of the capital.

Exploring the good, the bad and the grey areas, we look at London as a sustainable city. Traverse the vibrant Covent Garden area and discover eco initiatives of all kinds. Discover London's most environmentally responsible and socially savvy retailers in one of Central London's most popular shopping zones. From one of London's first ethical business hubs to secret green corners, we show you a different side to these much-loved streets.

We discuss the sustainable credentials of some of London's most striking buildings, both new and old, as well as the controversial public policies which are driving the capital forward. Carbon-free transport, urban greening and exciting new energy systems come together to shape our streets.

This two-hour tour starts on Tottenham Court Road and finishes by Embankment station.



"We had a wonderful experience with our Cutting Edge Green Tour... we learned so much about London's efforts at sustainability and about environmental issues in general... We would definitely recommend this tour company to learn about London in ways that you would not ordinarily. We really enjoyed it, too."

London Underground Walking Tour

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Venture through more than 150 years of unique social history, and get the low-down on one of London's greatest icons: the world's first subterranean railway.

Discover the controversial origins of the Underground as a path out of the grime and filth of the industrial revolution as well as the original construction methods of the very first lines.

Journey into the twentieth century, with our guides who will reveal how these first tangled tube lines expanded and smoothed to become the vital life-blood of the capital we all know today.

This was a turbulent tale full of colourful characters from the Victorian philanthropist who thought out of the box, to the American villain – chased out of Chicago!

This is a two hour journey through time, beginning at one of the first stations, Baker Street, and finishing at the startling sci-fi stop of Westminster.



*"OK, you have been to London and taken the Tube, but do you know the history?
Take this tour for wonderful insights to this magnificent transportation system."*

Shoreditch Street Art Walking Tour

INSIDER
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From internationally-acclaimed artists to the local underground sensations, uncover the remarkable world of Shoreditch street art. This is an area with one of the highest concentrations of street art in the world.

This tour not only highlights some of the most stunning pieces the East End but also examines the essence of street art culture.

Beginning outside Shoreditch High Street Station, our guides will pinpoint some of the area's most exciting, creative and cultural hubs including workshop spaces and galleries related to street art.

With global artists like Banksy, Shepard Fairey and Invader, in two hours view an extraordinary range of art using all kinds of mediums from the traditional spray paint can, to giant 3D sculptures.

Before finishing on Brick Lane, our guides will engage with the vital debates of the street art scene including how to define street art, and the role of the gallery in its future.



"It gives you a completely new perspective of the city"

"I have lived in London for 20 years and I never noticed so many interesting pieces of street art"

Bespoke Packages

All our standard tours are available for private booking at a time and date convenient to you, subject to availability. Tours can be made bespoke and selected tours can be combined to show the complete picture of an area, or to provide a greater understanding of a theme.

Get in touch now via contact@insiderlondon.com to discuss your bespoke requirements

Previous examples have included the Sustainability package featuring highlights from the Cutting-Edge Green and Sustainable Architecture Walking Tours. For a creative buzz, pair the Silicon Roundabout with Shoreditch Street Art and bring the colourful inspiration of the East End to your group. For the urban development enthusiast, combine the London Underground with the Kings Cross Regeneration. Find out what is possible!

If this is your first trip to London, why not contact us for a Westminster Highlights Tour. This is a bespoke version of the sight-seers classic, uncovering the centuries of history behind the capital's most important and iconic landmarks.

Our professional guides will take you on a tailor-made private tour of the sights you just cannot afford to miss!

To find out more about individual tours and business visits

emailcontact@insider-london.co.uk

**or call us today on
0044 (0)20 7183 1055**

Connecting the worlds of business,
education and innovation

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